

Office of Emergency Management

Benchmark & Tracking Studies

Belo Marketing Solutions Custom
Research
Survey USA
December 8, 2005

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Belo Marketing Solutions/Northwest.



Research Methodology

- Telephone surveys conducted by Survey-USA for Belo Marketing Solutions:
 - Benchmark was conducted on December 15, 2004
 - Tracking 1 - June 2 – June 6, 2005
 - Tracking 2 – December 2 & 3, 2005
- 500 adults from King, Pierce and Snohomish counties; random sample selected by ASDE/Survey Sampler.
- Overall results considered significant +/- 4.5%.
- A larger +/- applies to sub-populations, see legend for details.
- Demographic breakout for Tracking 2:
 - Gender: Men 49%, Women 51%
 - Age: 18-34 32%, 35-49 35%, 50+ 33%
 - Race: White 78%, Black 5%, Hispanic 5%, Other 13%
- Results may not add to 100%, because percentages are rounded to whole numbers.

Overall Results

- The number of households with an established disaster plan has grown significantly, up from 42% in the benchmark to 55% in this tracking study.
- Of those with a plan,
 - The number of those who have implemented a plan has remained constant while those that have a stored food supply has grown.
 - The Internet as a source for information spiked with this survey.
- Of those without an established plan,
 - *Not taking the time to put together a plan* was the top reason for not having a plan.
 - Respondents would be most motivated to establish a plan by the knowledge that they are *keeping their family safe* and by a *disaster happening that they were not prepared for*.
 - Checklists surpassed all options that would most help in putting together a disaster preparedness plan. A website was second.
- The number of those that would know what to do if told to “shelter in place” grew from 38% to 44%.
- Respondents that think their children know what to do in case of an emergency has grown from 20% to 27%.
 - Of the respondents with children, those that have discussed an emergency plan with their children grew from 54% to 60%.
- People are most threatened by a natural disaster.

Demographic Results

By Gender

Men

- **Two-thirds of the men have an established plan in case of a natural or man-made disaster.**
- Of those with a plan, **half have developed and implemented a home escape plan.** 27% went to the **internet** for preparedness information, 20% to **government agencies.**
- Of the third without a plan, 33% **have not taken** the time to develop a plan, 23% think **something serious will not happen.** Those without a plan would be **motivated** by **keeping their family safe** and **a disaster happening in our area.** They would use the **internet** for information. **Checklists** and a **website** would be the most helpful sources for putting together a plan.
- **Just over half would know what to do if told to shelter in place.**
- 29% say their children know what to do in an emergency (55% do not have children). Of those with children, two-thirds have discussed a plan with their children.
- Men are most threatened by a **natural disaster** (63%).

Demographic Results

By Gender

Women

- For women, **just under half** have an established plan in case of a natural or man-made disaster.
- Of those prepared, **one-third** have developed and implemented a home escape plan. Just under a third have no plan but have a 3 day supply of food and water. In the past, they went to the **internet** and “**someplace else**” for information.
- Of the half without a plan, 56% **have not taken the time to develop a plan**, half would be motivated by **keeping their family safe**. A **checklist** would be the most helpful source for putting together a plan.
- **One-third** would know what to do if told to shelter in place.
- 25% say their children know what to do in an emergency (half had no children). Of those with children, 54% have discussed a plan with their children.
- Women are most threatened by **natural disaster** (68%).

Demographic Results

By Age

Age 18-34 (AG1)

- For the respondents in age group 18-34 (AG1), **less than half have an established plan in case of a natural or man-made disaster.**
- Of those that are prepared, **24% have developed and implemented a home escape plan.** , **22% have no plan but have a 3 day supply of food and water.** Half went to the **internet** for information, 32% to **television.**
- Of the 55% without a plan, **42% have not taken the time** and **21% think nothing serious will happen.** They would most likely go to the **internet** for information. **Checklists** and a **website** would be the most helpful sources for putting together a plan.
- **One-third would know what to do if told to shelter in place.**
- 37% say their children know what to do in an emergency (44% have no children). Of those with children, half have discussed a plan with their children.
- AG1 is most threatened by a **natural disaster** (64%).

Demographic Results

By Age

Age Group 35-49 (AG2)

- For the respondents in age group 35-49 (AG2), **61% have an established plan in case of a natural or man-made disaster**
- Of those that are prepared, **61% have developed and implemented a home escape plan.**
- Of those without a plan, **half have not taken the time.** They would most likely go to the **internet** for information. **Checklists** and a **website** would be the most helpful sources for putting together a plan.
- **55% would know what to do for shelter in place.**
- 35% say their children know what to do in an emergency (35% no had no children). Of those with children, 68% have discussed a plan.
- AG2 is most threatened by a **natural disaster** (59%).

Demographic Results

By Age

Age 50+ (AG3)

- For the respondents in age group 50+ (AG3), **59% have an established plan in case of a natural or man-made disaster.**
- Of those prepared, **45% have developed and implemented a home escape plan. 21% have no plan but have a 3 day supply of food and water.** Of those without a plan, **46% have not taken the time.**
- AG3 would use a **brochure or friend or family member** for information. **Checklists** would be the most helpful source for putting together a plan.
- **Half know what to do for shelter in place.**
- **81% do not have children.**
- AG3 is most threatened by a **natural disaster (73%).**

Demographic Results

By Race

White

- Of the respondents in this group, **53% have an established plan in case of a natural or man-made disaster.**
- Of those prepared **43% have developed and implemented a home escape plan.**
- Of those without a plan, **48% have not taken the time.** They would use the **internet** or a **brochure** for information. **Checklists** and a **website** would be the most helpful sources for putting together a plan.
- **48% know what to do for shelter in place.**
- 20% say their children know what to do in an emergency (60% no had no children). Of those with children, 58% have discussed a plan with their children.
- They are most threatened by a **natural disaster** (68%).

Demographic Results

By Race

African-American

- Of the respondents in this group, **66% have an established plan in case of a natural or man-made disaster.**
- Of those prepared **half have developed and implemented a home escape plan** and **21% have no plan but have taken a class.** They went to the **television** and **“someplace else”** for information.
- Of those without a plan, **73% have not taken the time.** They would be motivated by **keeping their family safe** and **personal security.** They would use **television advertising** or **government agency** for information. **Checklists** and **classes of training** would be the most helpful sources for putting together a plan.
- **39% know what to do for shelter in place.**
- **52% say their children know what to do in an emergency** (15% no had no children). Of those with children, **58% have discussed a plan with their children.**
- They are most threatened by both a **natural disaster** (47%) and **man made disaster** (42%).

Demographic Results

By Race

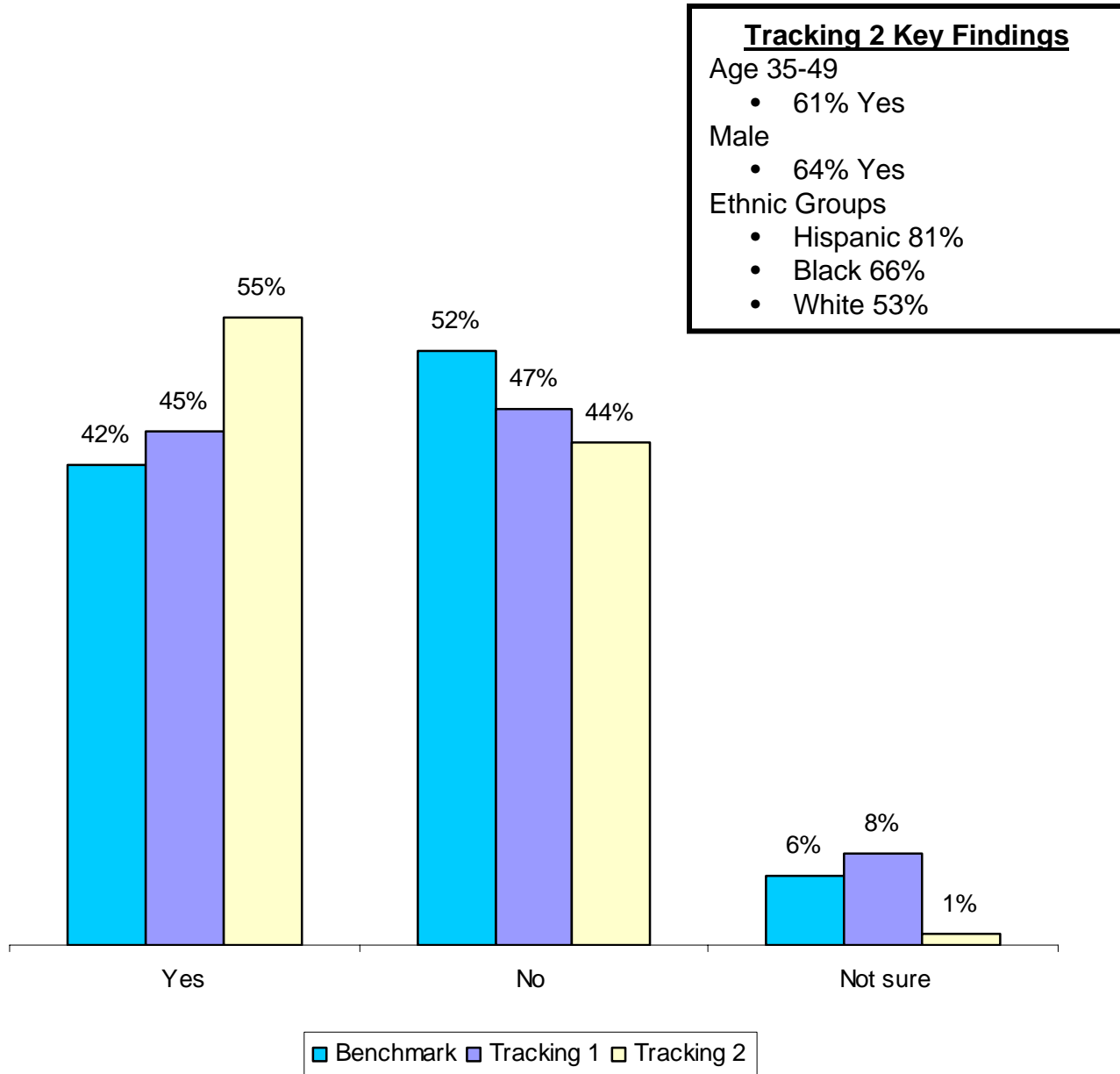
Hispanic

- Of the respondents in this group, **81% have an established plan in case of a natural or man-made disaster.**
- Of those prepared **90% have developed and implemented a home escape plan.** 62% went to **government agencies** for information.
- Of those without a plan, **65% think they can do it later.** They would use a **brochure** or a **friend or family member** for information. 65% are not sure what would help.
- **83% know what to do for shelter in place.**
- 80% say their children know what to do in an emergency (20% no had no children). Of those with children, 100% have discussed a plan with their children.
- They are most threatened by both a **natural disaster** (51%) and **man made disaster** (49%).

Emergency Plan

All Adult Respondents

Does your household have an established a plan in place in case of a natural or man made disaster?

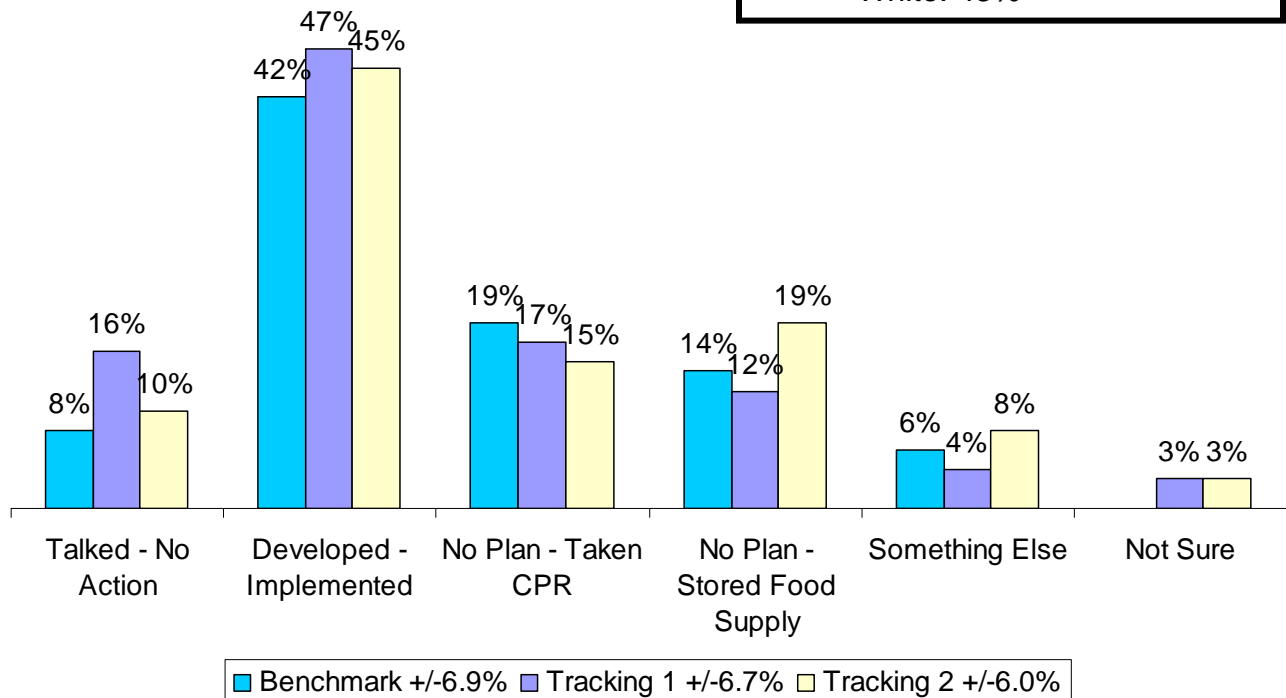


To What Extent

All Adult Respondents Who Have a Plan

To what extent have you made plans in case of a natural or man made disaster?

- Have you talked about a plan, but taken no action?
- Have you developed and implemented a home escape plan?
- Is no plan implemented, but a member of your household has taken CPR, First Aid, or an emergency implementation class?
- Is no plan implemented, but you have stored a three day supply of food and water for each member of the household?
- Or something else?



Gone for Information

All Adult Respondents Who Have a Plan

In the past, where have you gone most often to get information on establishing a plan for natural or man made disasters?

- The internet?
- Insurance agencies?
- Government agencies?
- The newspaper?
- Television?
- Or someplace else?

Tracking 2 Key Findings

Internet

- Male: 27%
- Female: 30%
- 18-34: 53%

Government Agency

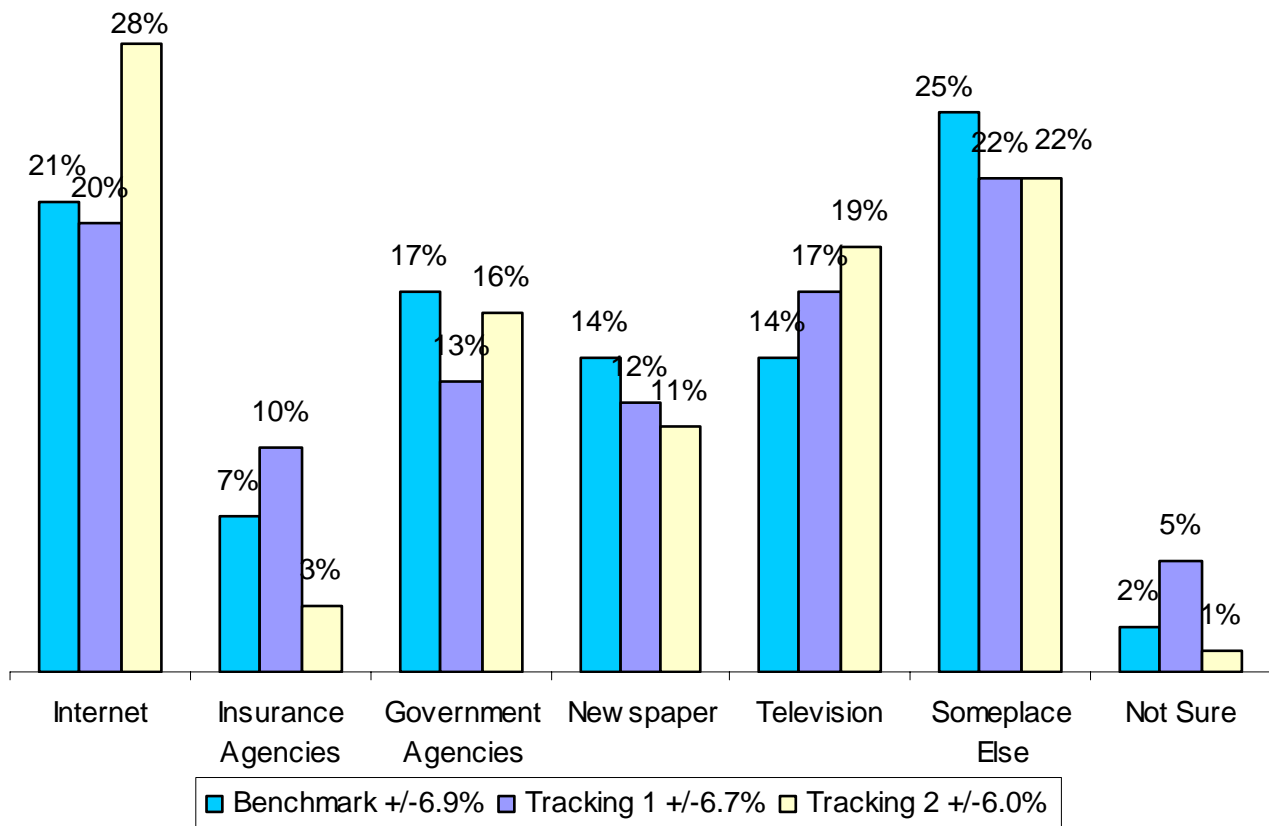
- 35-49: 25%
- Hispanic: 62%

Newspaper

- 50+: 21%

Television

- 18-34: 32%
- African-American: 36%



Main Reason for No Plan

All Adult Respondents Who Do Not Have a Plan

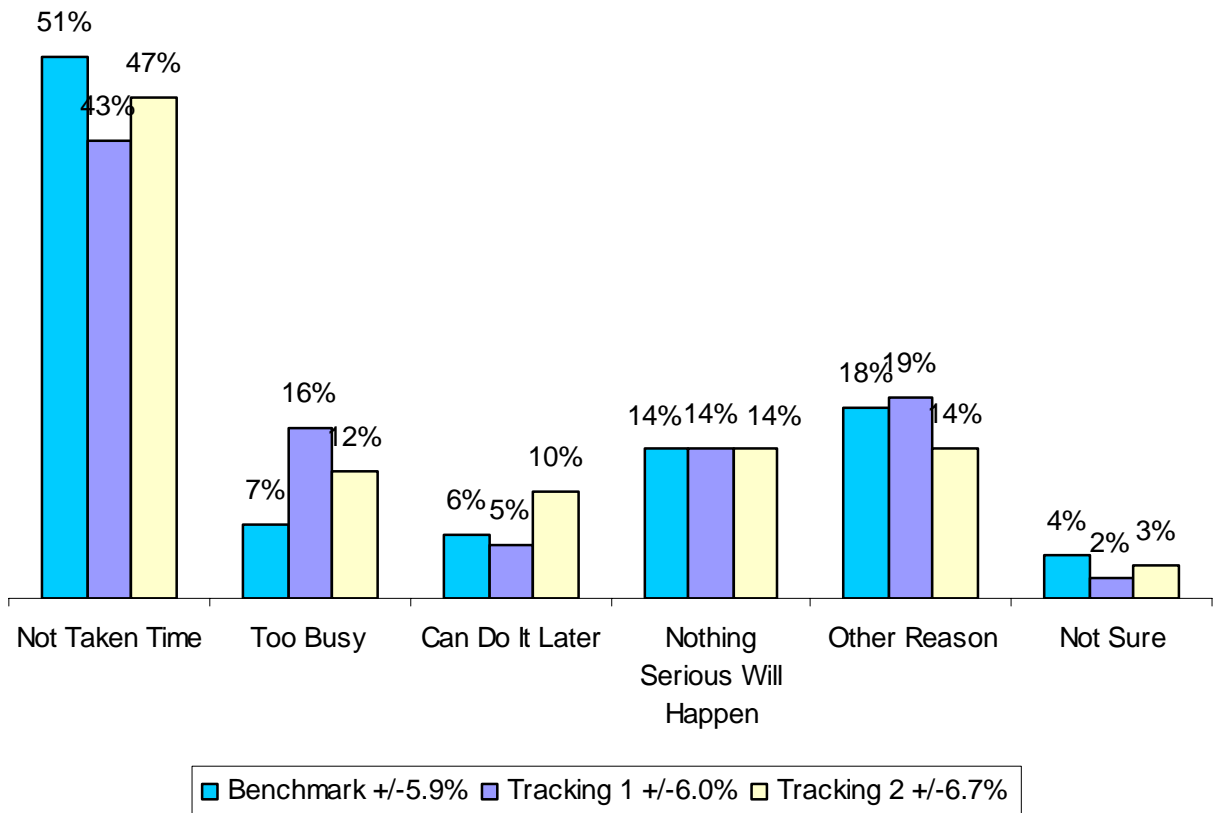
What is the main reason you have not put together a household plan in case of a natural or man made disaster?

- Because you have not taken the time?
- Because you are too busy?
- Because you can do it later?
- Because you think nothing that serious will happen in the area?
- Or some other reason?

Tracking 2 Key Findings

Not taken the time

- Female: 56%
- Age 35-49: 54%
- African -American: 73%



Motivation for Establishing a Plan

All Adult Respondents Who Do Not Have a Plan

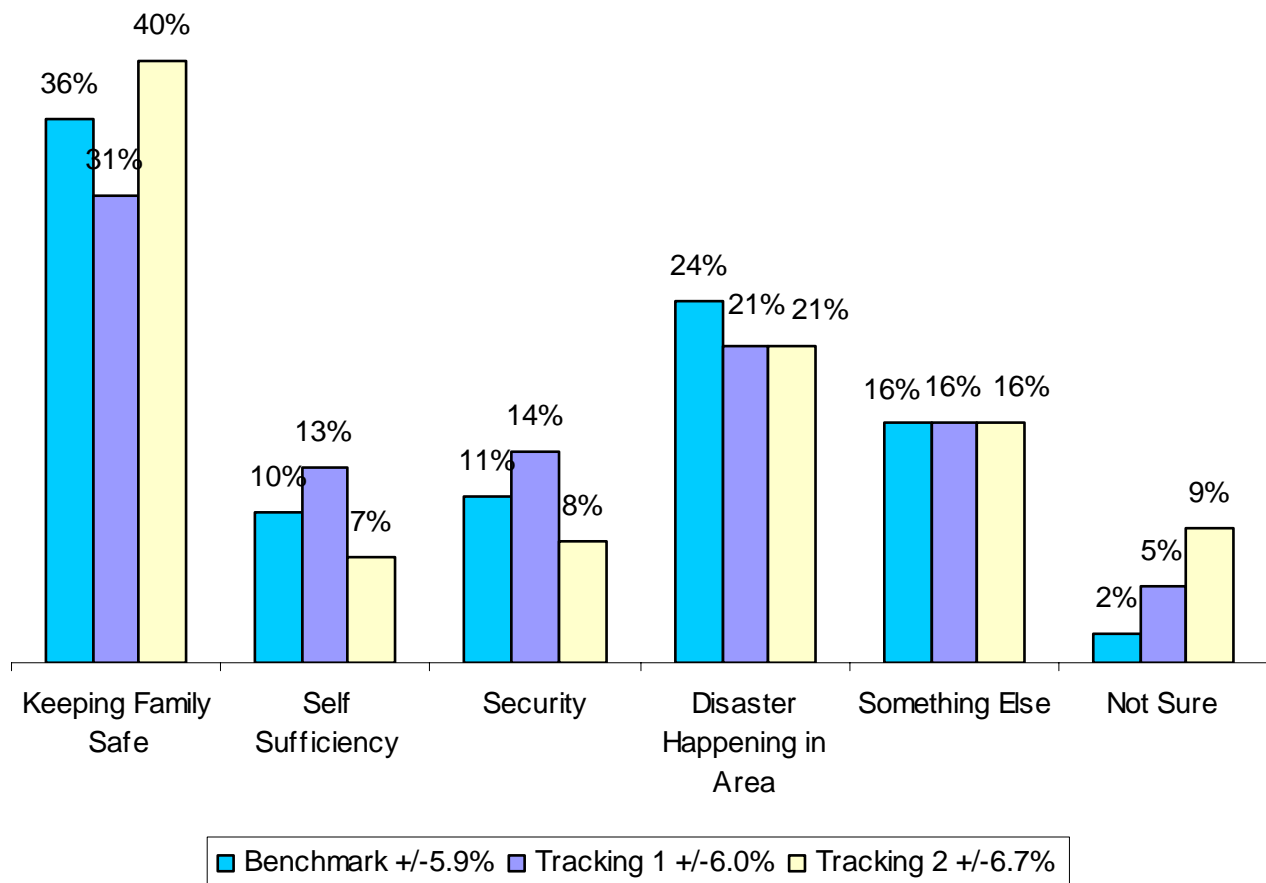
What would most motivate you to establish a household disaster plan?

- Knowing it would keep your family safe?
- A feeling of self sufficiency?
- Personal security?
- A disaster happening in the area which you were not prepared for?
- Or something else?

Tracking 2 Key Findings

Keeping family safe

- Male: 30%
- Female: 46%



Learn How to Make Plan

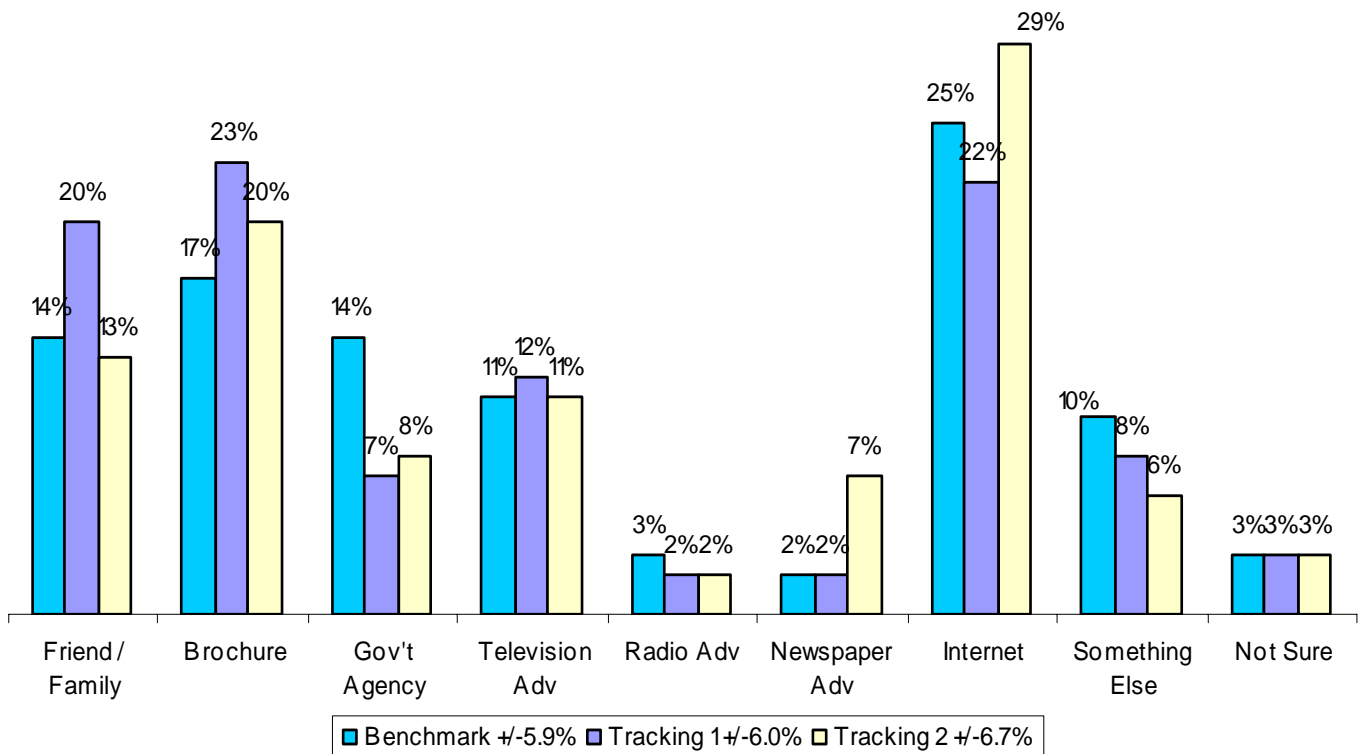
All Adult Respondents Who Do Not Have a Plan

What would you be most likely to do in order to learn about establishing a plan for yourself and your family in case of a natural or a manmade disaster? Would you...

- Ask a friend or family member?
- Get a brochure?
- Contact a government agency?
- Use television advertising?
- Use radio advertising?
- Use newspaper advertising?
- Use the internet?
- Or something else?

Tracking 2 Key Findings

- Friend or family member
 - Hispanic: 17%
- Government agency
 - African-American: 21%
- TV advertising
 - African-American: 30%
- Internet
 - 18-34: 44%

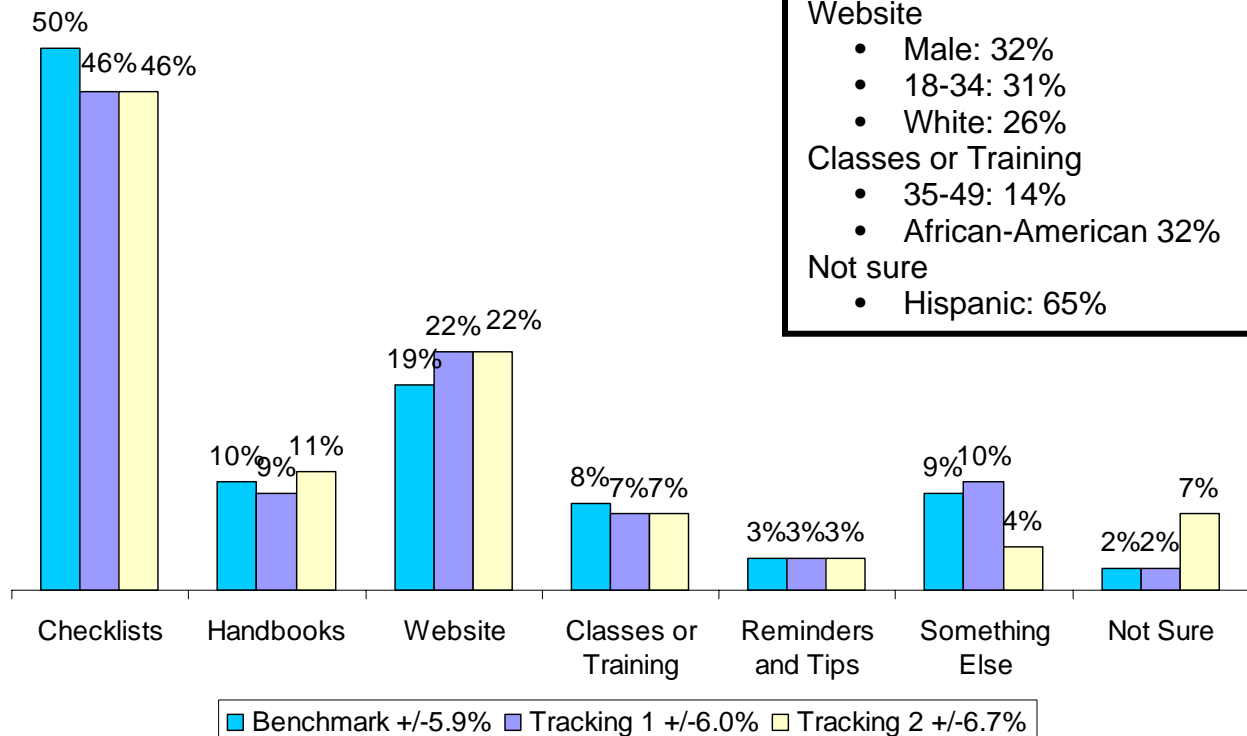


Most Help for Plan

All Adult Respondents Who Do Not Have a Plan

What would most help you to put together a disaster preparedness plan?

- Checklists on what you should have and do?
- Comprehensive preparedness handbooks?
- A website with specific information?
- Free community classes or training?
- Reminders and tips on how to put together a plan?
- Or something else?



Tracking 2 Key Findings

Checklists

- Female: 55%
- 50+: 52%

Handbooks

- 50+: 19%
- Hispanic: 17%

Website

- Male: 32%
- 18-34: 31%
- White: 26%

Classes or Training

- 35-49: 14%
- African-American 32%

Not sure

- Hispanic: 65%

Shelter In Place

All Adult Respondents

Would you know what to do if you were told to "shelter in place" in case of a chemical spill or biological threat?

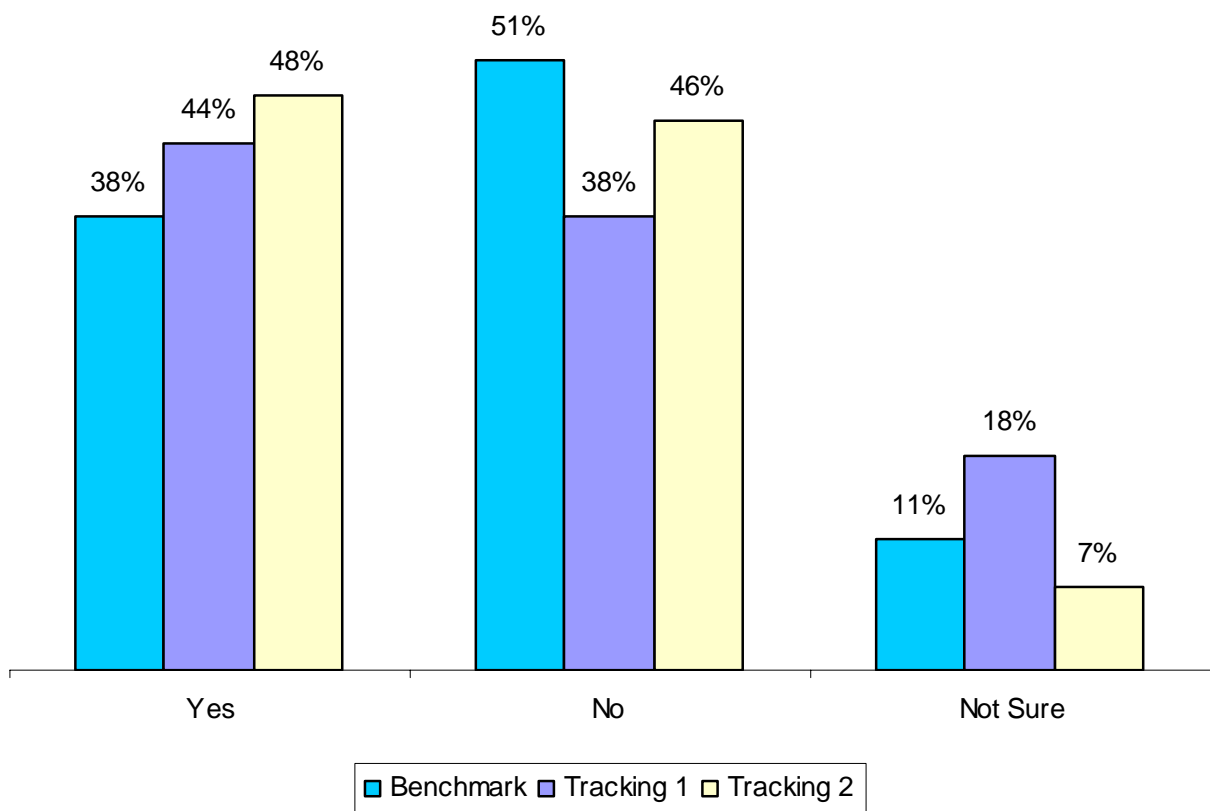
Tracking 2 Key Findings

Yes

- Male: 58%
- 35-49: 55%
- Hispanic: 83%

No

- Female: 53%
- 18-34: 60%
- African-American: 56%



Most Likely to Do

All Adult Respondents Who Know What to Do for Shelter in Place

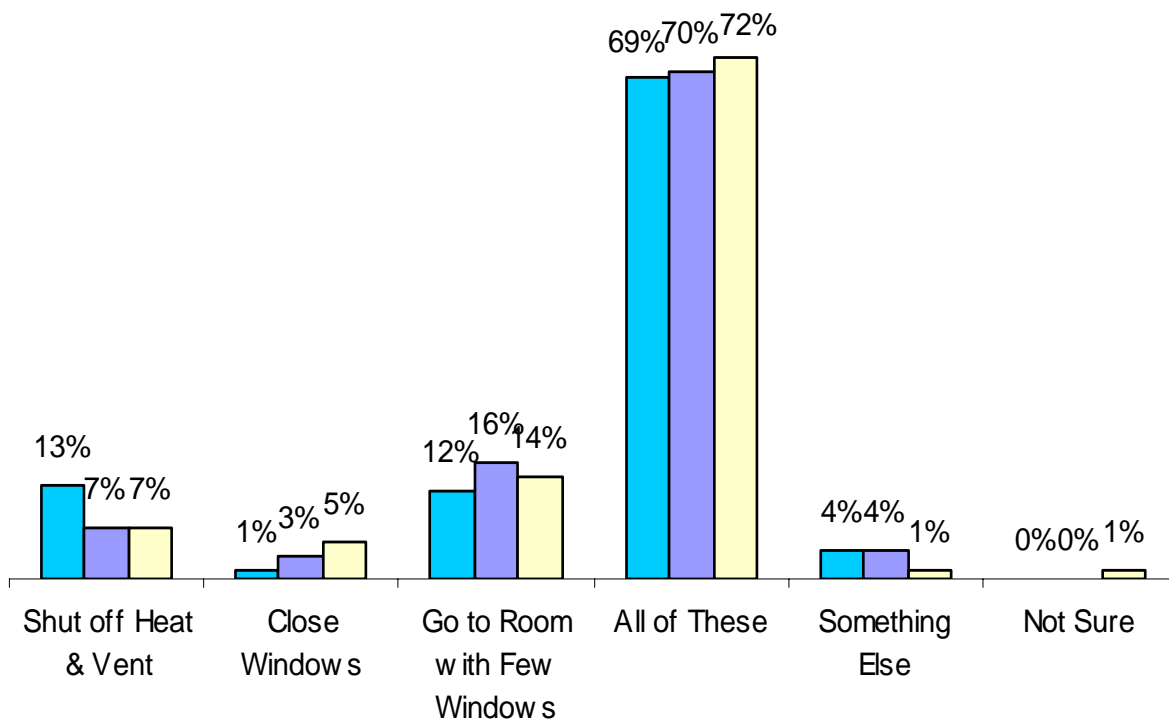
What would you be most likely to do if you were told to "shelter in place"?

- Shut off the heating and ventilation systems?
- Close the windows?
- Go to a room with few or no windows?
- All of these?
- Or something else?

Tracking 2 Key Findings

All of these

- Male: 77%
- Female: 65%
- 18-34: 70%
- 35-49: 82%
- White: 78%
- African-American: 81%
- Hispanic: 84%



■ Benchmark +/-6.8% ■ Tracking 1 +/-6.2% ■ Tracking 2 +/-6.5%

Children Know What to Do

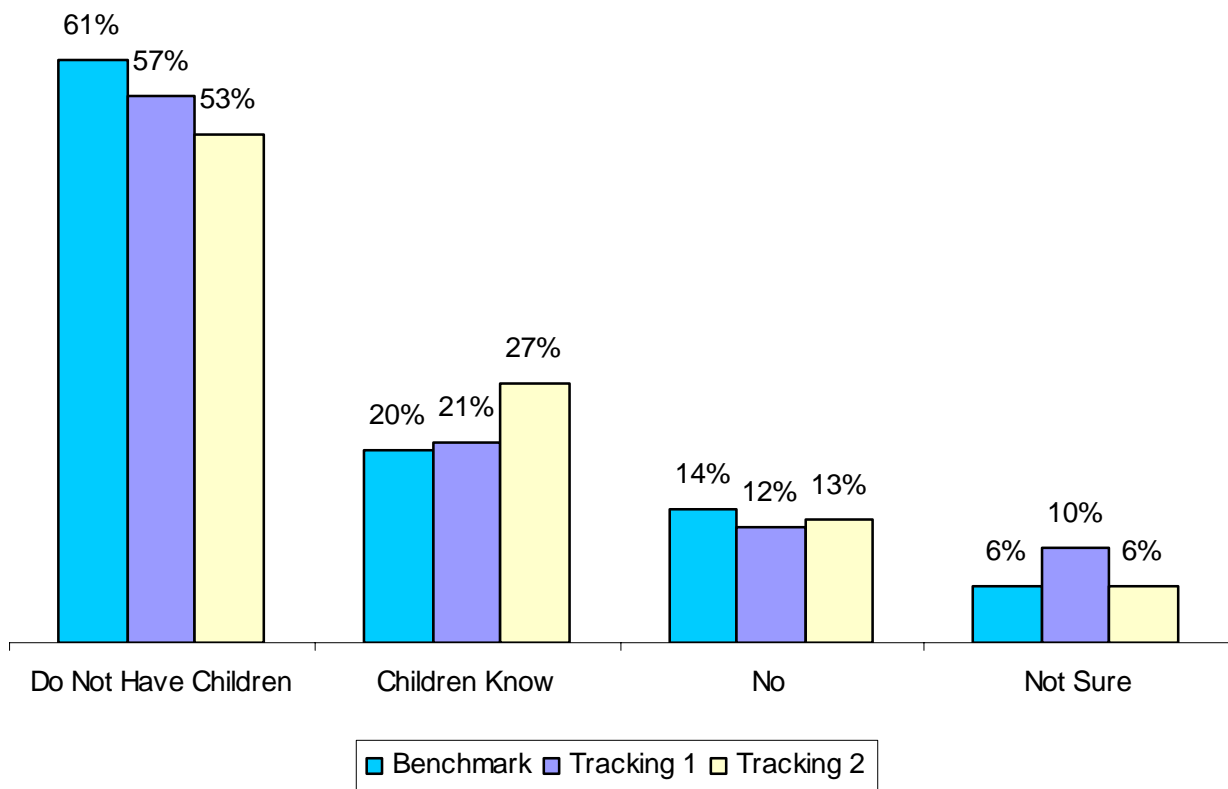
All Adult Respondents

Do your children know what to do in case of an emergency if you are not present?

Tracking 2 Key Findings

Children know:

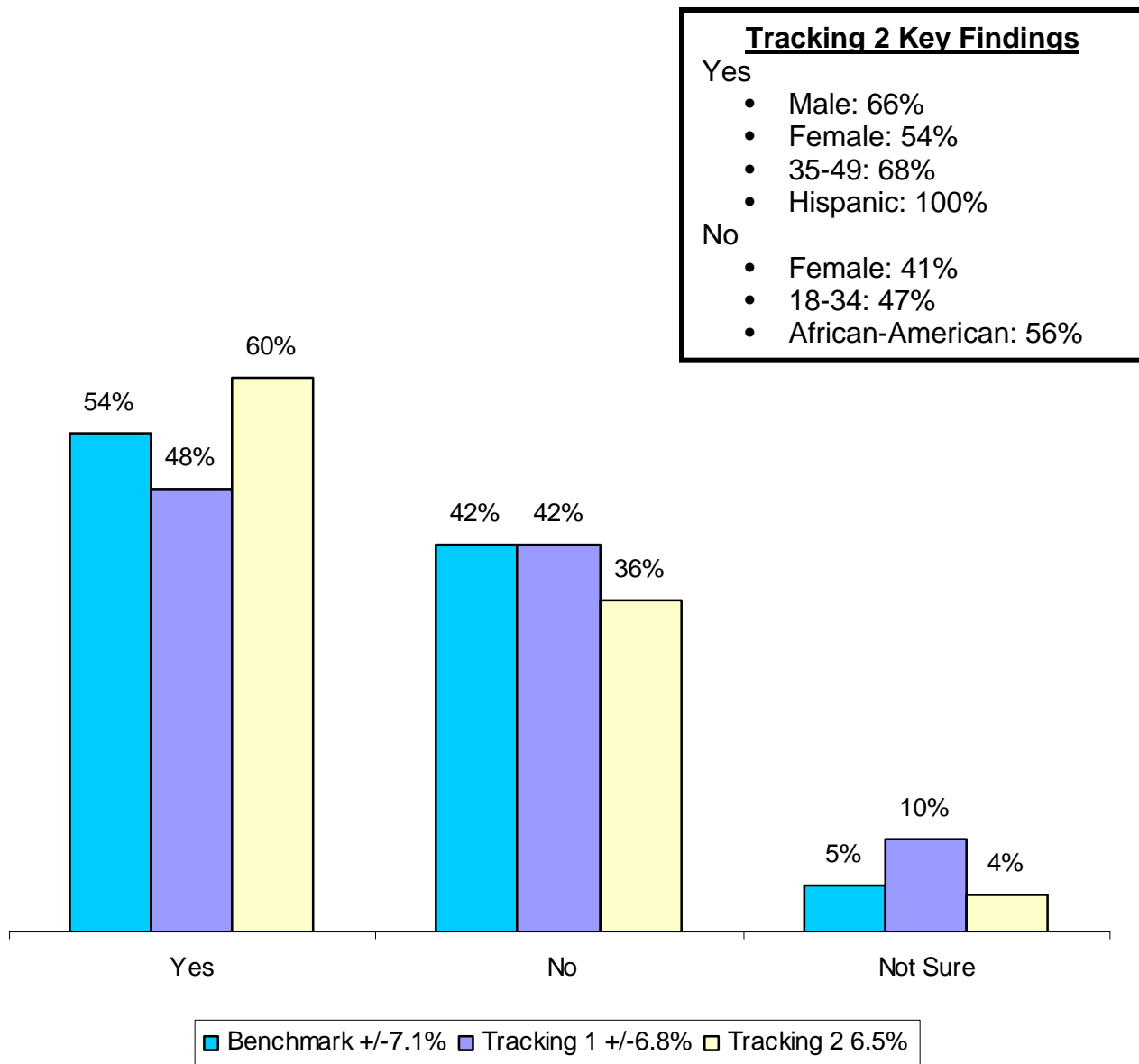
- 18-34: 37%
- 35-49: 35%
- African-American: 52%
- Hispanic: 80%



Discussed Disaster Plan with Children

All Adult Respondents Who Have Children

Have you discussed an emergency plan with your children?



Disaster More Threatened by

All Adult Respondents

What type of disaster are you most threatened by?

- A natural disaster like an earthquake?
- Or a manmade disaster such as a terrorist attack?

